

County of Loudoun
Department of Planning
MEMORANDUM

DATE: January 31, 2008
TO: Nicole Steele, Project Manager, Land Use Review
FROM: ²⁶Pat Giglio, Planner, Community Planning

ZMOD 2007-0011, Moorefield Station Section IIA & IIB, Comprehensive Sign Plan, 2nd Referral

Staff has reviewed the most recent submittal December 19, 2007. Staff finds that the submitted materials adequately address and clarify those issues raised in the first referral regarding colors for the building-mounted signage, scale of monument signs, banners, directional signage, and signage lighting. Staff recommends that the applicant commit to the color scheme and sign lighting package as depicted in the submitted materials for the proposed sign plan dated December 19, 2007. Staff also recommends the applicant commit to the long-term maintenance of the proposed signage and landscaping associated with the monument signs. Staff finds that the proposed sign plan addresses the design guidelines of the Revised General Plan and Retail Plan. Community Planning staff recommends approval of the Zoning Modification request with conditions as discussed above.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager

This page intentionally left blank.

County of Loudoun
Department of Planning
MEMORANDUM

DATE: September 28, 2007
TO: Nicole Steele, Project Manager, Land Use Review
FROM: Pat Giglio, Planner, Community Planning

SUBJECT: ZMOD 2007-0011, Moorefield Station Section IIA & IIB Sign Plan

BACKGROUND

CTD Moorefield Retail, LLC, the applicant, is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan for Section IIA and IIB within Moorefield Station, pursuant to the provisions of the Revised 1993 Zoning Ordinance. The proposal is to specifically modify Section 5-1204(D) of the Revised 1993 Loudoun Zoning Ordinance in order to allow a "unified theme and coordinated style of signage within Moorefield Station, Section IIA and IIB" (*Statement of Justification, July 31, 2007, text, p.3*). The proposal includes illustrative drawings of a variety of the permanent and temporary signs proposed for the development and proposed locations. A Sign Matrix is provided that compares the existing sign ordinance with the proposed regulations of the Comprehensive Sign Plan for Moorefield Station Section IIA and IIB.

The subject site is located a little more than a mile southwest from the core of Moorefield Station, which is being developed as a high density, mixed use Transit Oriented Development (TOD) which is centered around a planned Metro Rail stop within the Dulles Greenway corridor. The subject site, comprised of two contiguous parcels (Section IIA and IIB), is located just outside the Transit Supportive Area (TSA) of Moorefield Station in the northwest quadrant of the intersection of Future Moorefield Parkway (Route 722) and Loudoun County Parkway (Route 607). The subject site, currently zoned PD-TRC (Planned Development -Transit Related Center), is approximately 32.6 acres in area and is subject to the proffers and concept plan approved with ZMAP 2001-0003, Moorefield Station. The subject site is being developed with a mix of residential, office and neighborhood serving retail uses.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The subject site is governed under the policies outlined in the Revised General Plan and the Toll Road Plan (TRP). Being the newer of the two plans, the Revised General Plan supercedes the TRP when there is a policy conflict between the two (*Revised General Plan, text, p. 1-3*). The Countywide Retail Policy Plan Amendment (Retail Plan)

also applies. The site is located in the Ashburn Community within the Suburban Policy Area. The Revised General Plan identifies the subject site as suitable for Business uses (Revised General Plan, Planned Land Use Map, p. 7-23).

ANALYSIS

The application states that the purpose of Comprehensive Sign Plan is to "establish a coordinated signage system for the various land uses and for the efficient and safe movement of traffic and pedestrians throughout the community" (*Statement of Justification, July 31, 2007, text, p.1*). The proposed Comprehensive Sign Plan for Moorefield Station Section IIA and IIB was reviewed using both the design guidelines provided in the Revised General Plan for Transit Nodes and the Retail Plan, given the proposed mix of uses and the inclusion of the parcels within the larger master planned Moorefield Development.

Signs

Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants is enhanced. The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design through the use of similar elements such as rooflines, materials, window arrangement, location of signage and architectural details (*Retail Plan, Policy 3, p. 20*). The Retail Plan specifies that signs for commercial centers should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged (*Retail Plan, Policy 1, p. 21*).

The Comprehensive Sign Plan for Moorefield Station Section IIA and IIB includes simple guidelines and illustrative drawings of representative buildings and signage proposed for the development. The proposed sign plan includes permanent ground-mounted entrance signs, informational signs, directional signs, and building-mounted signs and banners. In addition to these permanent signs, temporary signs for the construction, sales and marketing of the community during the developmental phases are also proposed. The temporary signs will be removed when the construction and sales phases of the development are completed.

The proposed free-standing monument signs appear uniform in design, size and composition. The free-standing monument range in height from 8 to 10 feet and are located at prominent entrances into the development and along major roadways. The proposed monument signs will be constructed of brick with concrete caps and inset community logos and sign blocks. The signs will be landscaped at the base and will be illuminated from below. Staff recommends that the height of the proposed monument signs be reduced to be more human in scale and in keeping with the pedestrian-friendly character of the proposed development.

The proposed flush-mounted building signs will be along the upper walls and/or above business storefronts on the first floor level. Smaller signs mounted on brackets and suspended above the sidewalk on the first floor level are also proposed to identify businesses. The building-mounted signs and suspended signs feature similar lettering and designs which are intended complement the architecture of the buildings. However, it is difficult to visualize the entire scope of the sign plan for the commercial uses in the proposed development since only drawings of the proposed grocery store are provided. Staff requests that the applicant provide drawings of the other buildings within the development so that staff can determine if a unified graphic design scheme is being proposed in accordance with Plan policy. Additionally the applicant should indicate if signs will be placed on the rear and side elevations of these buildings.

In general, the proposed signage appears uniform in design and composition; however, staff was not able to assess the color scheme for the proposed signage since only limited colors were provided on the submitted drawings. Additionally a note has been provided with all the drawings that state "Designs are for illustrative purposes only and are subject to change based on final design and engineering". Staff recognizes the applicant's attempt to retain some design flexibility by not providing details, but without such commitments and assurances, staff is not able to fully assess the entire sign plan in relation to the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design.

In general, the proposed signage appears uniform in design and composition. Staff requests that the applicant provide additional drawings of other buildings within the development and a commitment to the final colors and design of the signs. Staff recognizes the applicant's attempt to retain some design flexibility by not providing details, but without such commitments and assurances, staff is not able to fully assess the entire sign plan in relation to the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design.

Staff recommends the applicant reduce the size of the proposed monument signs so that they are more human in scale and in keeping with the pedestrian-friendly character of the proposed development.

Community Banners

Up to 76 banners mounted on lamp posts, stand-alone poles and buildings are proposed along the primary entrances and other prominent locations throughout the commercial/residential use portion of the development. The banners, as proposed, appear to be for advertising the Moorefield Station community and individual businesses, and may present redundant information which already is provided on the proposed traditional signage. In commercial and residential developments the buildings and landscape should remain the predominate feature and the signage is intended to complement these elements (Revised General Plan, Policy 1d, pp 11-7 & 11-8). Banners have the potential of detracting from the vistas created by the relationship between the streets, buildings and landscape within a community and contribute to the creation visual clutter. While staff realizes that the proposed banners are permitted per

ZMAP 2001-0003 Moorefield Station, recent decisions by the Planning Commission and Board of Supervisors have established a record of either eliminating or severely limiting the use of banners in all developments. Staff does not support the use of the proposed banners and has concerns about the number, placement, and content of the proposed banners. Further clarification of the purpose and anticipated number of banners is requested.

The proposed banners, while permitted per ZMAP 2001-0003 Moorefield Station, are not consistent with the signage anticipated in a mixed-use community where the streetscape, buildings and landscape should remain the predominate feature, not the signage. The proposed banners have the potential of contributing to visual clutter and provide the same information as provided on the proposed traditional signage. If permitted, the proposed banners should be less obtrusive, fewer in number, and more in keeping with the character of the buildings in the community. Restraint should also be used in selecting colors for the banners. A condition of approval should be developed to insure that the proposed banners will not be used for advertising.

Circulation, Parking, and Loading

The design of a mixed use community should provide easy pedestrian circulation through the use of a rectilinear grid street pattern that makes destinations clear and routes easy to navigate (Revised General Plan, Policy 10, p. 6-25). The Retail Plan states that pedestrian traffic internal to the retail center should be provided with a safe travel route from the parking area to the building with a demarcated pathway and clear directional signage (Retail Plan, Policy 1, p. 20). The proposed sign package does not include any information as to directional signage for pedestrians and vehicles within the development.

Staff requests information regarding directional signage, specifically in regards to pedestrian mobility and public safety concerns.

Lighting

The Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Policy 1, p. 5-31). The Retail Plan also specifies that all lighting should be designed to reduce glare and spillage of light onto adjoining properties and streets and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Policy 2, pg. 21). The proposed sign plan specifies that "signs illumination should be directional to illuminate the surface of the sign only or internally illuminated and shall not spill upward or reflect or cast glare onto adjacent properties or roadways" and that "ground-mounted light fixtures will be shielded and will use focused optic lenses to direct illumination only at the intended sign element (Moorefield Station Section IIA & IIB Comprehensive Sign Guidelines, text, p.37).

Staff recommends that the applicant commit to the proposed language pertaining to lighting included within the submitted sign plan.

AL

RECOMMENDATIONS

The general concept of the proposed sign plan appears to be consistent with the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design. However, Community Planning staff is not able to recommend approval of the Zoning Modification request until such time as additional information, as outlined above, is provided. Specifically, staff requests that the applicant commit to the final colors and design of the signs, reduce the height of the monument signs to be more human in scale, eliminate or reduce the number of proposed banners, provide information regarding directional signs, and provide commitments to the use of lighting for signs that eliminates intrusive light trespass and light pollution within the development

Staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager

This page intentionally left blank.

From: Cindy Lintz
To: Steele, Nicole
Date: 2/25/2009 4:01:25 PM
Subject: Moorefield sign plan

Upon further review of the Moorefield sign plan, staff has three comments:

1. Commercial Entry Monument: Type A1. The purpose of the commercial entrance sign is to identify the town center. The tenant names on this sign should be subordinate to the naming of the town center.
2. Pedestrian Directional: Type B2. Staff recommends labeling this sign informational sign (7)(e). Note: only generic locations can be identified (example: "hair salon," "food store"). Advertising and tenant names are prohibited.
3. Staff recommends a note be added regarding any signs not included in this comprehensive sign plan shall be regulated by the Revised 1993 Loudoun County Zoning Ordinance, including any additional sign types added through a zoning ordinance amendment.

Cindy

Cindy Lintz, Planner
Loudoun County, B&D
Zoning Administration
703-737-8553

CC: Seigfried, Marilee

This page intentionally left blank.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: February 13, 2009

TO: Nicole Steele, Project Manager, Planning Department

FROM: Cindy Lintz, Planner, Zoning Administration

THROUGH: Marilee Seigfried, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD 2007-0011, Moorefield Station Sections IIA & IIB Sign Plan

TAX MAP/PARCEL and MCPI NUMBER: / 92////////42/ 121-47-6616-000

The parcel was rezoned with ZMAP 2001-0003 to PD-TRC under the Revised 1993 Loudoun County Zoning Ordinance ("Ordinance"). Staff has reviewed the 3rd referral materials and has the following comments:

I. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

Comprehensive Sign Guidelines

1. Page 6 & 7, sign "F" needs to be called Residential Leasing Sign.
2. Page 6 & 8, sign "A- Neighborhood Entry Monument" along Loudoun County Parkway is not located at an entrance. ?
3. Page 7, include sign "A" in the key.
4. Page 9, proposed sign "A", the "Number of Signs" is 2/ vehicular entrance (Ryan Road & Moorefield Parkway), no more than 6 signs (front back of 3 locations) with the "Maximum Area of Any One Sign" of 24 SF. Remove "No modification from Sign Regulation" from the notes section.
5. Page 9, proposed sign "A1" is not a sign permitted under the ordinance. Remove this row.
6. Page 9, sign "B1" modifies "Section 5-1204(D)(7)(h) – Directional Signs, On-Site" of the ordinance, not "Section 5-1204(D)(3)(ii)." Update the Land Use/ Sign Category row to reflect that section of the ordinance and sign "B1" row of the matrix.
7. Page 9, sign "B2" is not a sign permitted under the ordinance. Remove this row.
8. Page 9, sign "B3" the area of the sign shown on page 16 is 3 S.F., with 4 signs the "Total Aggregate Sign Area" is 12 S.F. Update sign "B3" row of the matrix.
9. Page 10, sign "C", the "Maximum Area of any One Sign should be 98 S.F. (3.5 x 28 = 98). On page 17, note #2, conflicts with the "Illumination" type in the matrix. In the additional requirements the maximum height is 3.6 not 3.5.

Ground Mounted & White Light Illumination are the same.

A-11

10. Page 10, sign "C4" uses Section 5-1204(D)(3)(ii) of the Zoning Ordinance, not tenant signs. Please update this sign information in the matrix.
11. Page 10, signs "C1", "C2", and "C4" note #2 on their exhibit page conflicts with the "Illumination" type shown on the matrix.
12. Page 12, this sign is not recognized by the zoning ordinance. This sign is not permitted.
13. Page 13, show an example on the informational sign to demonstrate no advertising.
14. Page 15, this sign is not recognized by the zoning ordinance. This sign is not permitted.
15. Page 16, note #6, the sign area is 3 s.f./ side.
16. It is unclear how many signs, and the total sign size each Tenant may have. It should be clear that anchor stores, food stores and inline stores are allowed "X" number of signs with a maximum of "X" square footage. It is not clear that food stores can receive page 17, 18, 20(?) and 22 signs.
17. Page 17, Each example should show only what is being asked. Do not show additional signs on the exhibit. The narrative needs to match the sign requested. Show the sign dimensions on the exhibit. Do Major Tenants also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 155 s.f. Include a note referencing "C5" signs.
18. Pages 17-22, the last two sentences are included in the introduction and clutter the sign exhibits. I suggest removing these sentences.
19. Page 18, in the title include "Only allowed for Building G – Food Store Tenant." The name on the signs should be generic, or list "Harris Teeter" and "Starbucks" as an example. Show the sign dimensions on the exhibit and label each sign. Include the "Starbucks"/ café sign under the other sign descriptions. Remove the note "*Major tenant is considered a tenant leasing greater than 10,000 s.f. in a single space." Does the food store also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 120 s.f. Include a note referencing "C5" signs.
20. Page 19, in the title, explain what is "not eligible." Provide dimensions for the sign exhibit. There are three signs maximum per tenant, do these three signs refer only to this sign type? Do the in-line tenants also get "C3" and "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 120 s.f. Include a note referencing "C3" and "C5" signs.
21. Page 20, add a note to specify that the canopy is for illustrative purposes only. No signage will be permitted on any canopy as shown.
22. Page 21, if the maximum sign is 2½ feet x 17 feet, the total maximum area for any one sign should be 34 S.F. not 50. This conflicts with the example used, which had a total sign area of 42.5 S.F. Do banks also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 150 s.f. Include a note referencing "C5" signs.
23. Page 23 and 24, not sure what purpose this exhibit serves since it does not show the signs to scale, shape or location.
24. Page 23 and 24, the Sign Types shown do not include "C5" signs.
25. Page 24, remove the "Harris Teeter" reference, since this tenant could change. On Building G, are there signs on the side of the building, if so, show this on the exhibit.
26. Page 25, the sign says there will be prime office space. No signage for office has been submitted.

27. Page 26, sign "F" uses Section 5-1204(D)(6)(b) – "Real Estate – residential Subdivision" of the Zoning Ordinance, not commercial signs. Please update this sign information in the matrix.
28. Page 28, the title of the page should be "Residential Leasing Signs."
29. Page 29, Information Signs cannot have advertising on the sign. Please remove "the residences at Moorefield village."
30. Page 30, under Colors and Materials, please explain the use of flags.

This page intentionally left blank.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: February 4, 2008

TO: Nicole Steele, Project Manager, Planning Department

FROM: *CL* Cindy Lintz, Planner, Zoning Administrator

THROUGH: *ML* Marilee Seigfried, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD 2007-0011, Moorefield Station Sections IIA & IIB Sign Plan

TAX MAP/PARCEL and MCPI NUMBER: / 92////////42/ 121-47-6616-000

The parcel was rezoned with ZMAP 2001-0003 to PD-TRC under the Revised 1993 Loudoun County Zoning Ordinance ("Ordinance"). Staff has reviewed the 2nd referral materials and has the following comments:

I. GENERAL COMMENTS:

1. The purpose of the County's sign regulation is to reduce sign clutter. This comprehensive plan seems to greatly intensify the usage of signs.
2. Please use the same verbiage as the Zoning Ordinance to clarify sign types, lighting types, etc. (Example: Ground light = white light, internally illuminated = back light).
3. Please show examples and rough locations of lighting (from above or from the ground) on each illustration that is lit in the Guidelines.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

Statement of Justification

1. Suggestion: On the first page include, "The Project is currently zoned PD-TRC under the Revised 1993 Zoning Ordinance, is approximately..."
2. Page 2, Residential Section IIA, please include the Public or Quasi-Public Facility in your request for modification.
3. Page 2, under the column "Sign Type and Category of Modification" please use the titles shown in the Zoning Ordinance. Example: Entrance Signs for Commercial Development.
4. Page 2, the Justification column appears to show the changes but does not justify why the modification is necessary.
5. Page 4, in the last sentence please include the word "County" to refer to "County staff."

Comprehensive Sign Guidelines & Exhibit A

1. The document is difficult to review due to inconsistencies between the "Master Plat to Accompany Sign Guidelines," the "Commercial Sign Distribution Map," the "Residential Plat to Accompany Sign Guidelines," Exhibit A, and the tables on page 6 and 21 in the Guidelines.
2. Comparing the "Master Plat to Accompany Sign Guidelines" with the "Commercial Sign Distribution Map" and the "Residential Plat to Accompany Sign Guidelines," the "Master Plat" has more signs on it than shown on the two other maps and the signs are not in the same locations. Please correct the discrepancies. Suggestion: It would be helpful to label the Commercial Map to be consistent with the other two titles.
3. On the "Commercial Sign Distribution Map" the legend shows a "C3 Tenant Type III" sign, however, there are none shown on the map. There are "C4" locations on the map that does not have a corresponding legend marker. Please fix.
4. On the "Residential Plat to Accompany Sign Guidelines" and on the "Master Plat" in the legend "G2 Activity" lists kiosks. Kiosks are not allowed under the Zoning Ordinance. Please remove this note.

In the Guidelines

5. Page 6, "Commercial Sign Program" the number of proposed signs for "C Major Tenant Type I" is 7; shown on in the "Additional Requirements column". This should be marked in the column and removed from the additional requirements in order to be consistent. However, on the "Commercial Sign Distribution Map," there are 8 locations shown. Please clarify.
6. Page 6, "Commercial Sign Program" under "C1" the maximum area shows 48 s.f., however, on Exhibit A, page 3 the number is 60 s.f. Please correct.
7. Page 6, "Commercial Sign Program" under "C2" the maximum area shows 72 s.f., however, on Exhibit A, page 3 the number is 48 s.f. The illumination for "C2" should be marked "Y" - yes in that column.
8. Page 6, "Commercial Sign Program" under "C7" the maximum area shows 2.5 s.f., however, on Exhibit A, page 4 the number is 1 s.f.
9. Page 21, "Residential Sign Tabulations" under "F1 Vehicular Informational " signs show 8 maximum proposed signs, however on the "Residential Plat" there are 9 proposed sites shown.
10. Page 21, "Residential Sign Tabulations" and Exhibit A, page 8 under "HI Real Estate and Lease Sales" the Total Aggregate Sign Area should be 576 s.f. This is per note #6 on page 31 (20 signs for brokers and 4 model unit signs at 6 s.f. per sign).
11. Page 21, "Residential Sign Tabulations" the column "Type Permitted," please explain.
12. Page 32, please take out the paragraph about logos and trademarks. Changes are not allowed.
13. Page 35, note #9, Real Estate signs are not temporary. Therefore no temporary signs are being proposed. Please correct sentence.
14. Pages 34 and 36 are redundant.

Exhibit A

15. Exhibit A, where applicable please change the words "Pole Mounted" to "Free Standing" under "Type Permitted" to be consistent with the Zoning Ordinance.
16. Exhibit A, please change all the lighting types to match the Zoning Ordinance verbiage since new lighting cannot be proposed.
17. Exhibit A, page 1 under "Primary Monument Type I" please write out that there will be 1 signs per vehicular entrance. Maximum 2.
18. Exhibit A, page 2, there appears to be two types of sign modifications proposed: Directional signs (h) and Informational signs (e). Please break out into two different groups.
19. Exhibit A, page 3, sign type C, C1 and C2 are the same type of "building mounted signs" and one tenant should not be allowed to use all three of these types of signs. Table should be set up to show they can have either C or C1 or C2.
20. Exhibit A, page 3, sign C, C1, C2, C2, and C7 (a tenant loading sign) could potentially allow 1 tenant to have 9 signs per façade under your proposal, which is three times the amount allowed by the Zoning Ordinance. Staff notes that the current regulation is 1 tenant sign per façade, with a maximum of 3 signs per building. Staff would prefer a commitment on the number of signs per façade.
21. Exhibit A, page 3, please place "Commercial Tenant Loading" signs "C7" with the rest of the "tenant signs."
22. Exhibit A, page 4, Commercial Tenant should be listed as a "Tenant Sign (3d)" not as an informational sign.
23. Exhibit A, page 5, under "E Primary Monument Type II" and "E1 Secondary Monument Type II" the "Maximum Number of Signs" should refer to the number of signs per entrance as shown in the Zoning Ordinance chart, not the total signs. Please correct.
24. Exhibit A, page 6 under "F1 Vehicular Informational" and page 7 under "G1 Private Recreational Park" please remove the "Additional Requirement's" comment "Community name and logo are permitted," since this is not permitted by the Zoning Ordinance. Also, "F1 Vehicular Informational" and the column "Max. Number of Signs" it should read, "1 per use Max. (8/9)." Please correct the discrepancy between 8 and 9 signs.
25. Exhibit A, page 6 under "G Community Center" and the column "Max. Number of Signs," does the number one refer to 1 per use or 1 per facility? Please clarify.
26. Exhibit A, page 7 under "G1" this sign appears to be an "Informational" sign not a "Private Recreational Park Sign."
27. Exhibit A, page 7 under "Homeowners Association Activity" please explain what "1/POA" stands for and correct the spelling of mounted in "pole mounted" at the end of the row.
28. Exhibit A, page 7 under "G2 Activity Sign" and "Maximum Number of Signs," does the number 1 refer to development?
29. Exhibit A, page 7 under "G2 Activity Sign" shows 1 sign, whereas on page 21 and the "Residential Plat" shows 2 signs. Please correct the discrepancy.

The following section addresses each sign type.

A- Entrance Sign for Commercial Development (3c), Primary Monument Type I

- Please label page 8 "Entrance Signs for Commercial Development (3a)" to match the Zoning Ordinance. "Primary Monument Type I" can be a sub-heading.
- Page 8, please correct the spelling of Drawing in the note section.
- Please correct Design Note #5 regarding lighting.
- Staff notes there are multiple primary entrance signs. Example: currently there are two proposed entrance features along Ryan Road one for each corner, there should only be one entrance feature per intersection. Note there are no intersections for this section of Moorefield Station at Loudoun County Parkway.

A.1- Entrance Sign for Commercial Development (3c), Secondary Monument Sign Type I

- Please label page 9 "Entrance Signs for Commercial Development (3a)" to match the Zoning Ordinance. "Secondary Monument Type I" can be a sub-heading.
- Page 9, please correct Design Note #4 pertaining to lighting.
- Staff notes multiple secondary entrance signs. There should only be one entrance feature per intersection.
- These signs should be located only at vehicular entrances, not at cul-de-sacs and near parks. Note there are no intersections for this section of Moorefield Station at Loudoun County Parkway.

B- Pedestrian Informational/Directional

- Please label page 10, "Directional Signs, On-Site (7h)" to match the Zoning Ordinance. "Pedestrian Directional" can be a sub-heading.
- The information on the sign needs to be more specific. Where are they directing pedestrians?
- The "MS" logo is not allowed on the sign. Please remove this detail.
- Please note: directional signs need to be located where there is a change in direction. Due to the current number and location proposed on the "Commercial Distribution Map" this does not appear to be at key locations.

B.1- Vehicular Informational/Directional

- Please label page 11 "Informational Signs (7e)" to match the Zoning Ordinance. "Vehicular Informational/Directional" can be a sub-heading.
- The "MS" logo is not allowed on the sign. Please remove this detail.
- Please check the height of the sign and size of the sign in the drawing. It appears to read 6."

B.2- Vehicular Informational/Directional

- Please label page 12 "Informational Signs (7e)" or "Direction Signs (7h)" to match the Zoning Ordinance. "Vehicular Informational/Directional" can be a sub-heading.
- The "MS" logo or tenet logo is not permitted. Please remove note and the logo from the drawing.
- Staff needs more information on what type of facility this sign is directing people to or what type of information is being given. "Facility" is not enough information.
- Staff notes the size of these signs is 2x the intended size shown in the Zoning Ordinance and there are multiple sides.

A.18

C - Major Tenant Signs Type I & C.1 Major Tenant Type IA

- Please label page 13 "Tenant Signs (3d)" to match the Zoning Ordinance. "Major Tenant Type I" and "Major Tenant Type IA" can be sub-headings.
- The outline of the sign appears to be missing from the drawings.
- Please correct Design Note #2 about lighting.
- Staff notes the size of these signs are 2x the intended size of the Zoning Ordinance.

C.2- Tenant Type II

- Please label page 14 "Tenant Signs (3d)" to match the Zoning Ordinance. "Tenant Type II" can be a sub-heading.
- Please correct Design Note #2 about lighting.
- Please clarify Design Note #8. What is a combined 150 s.f.?
- The outline of the sign seems to be missing on the top example.

C.3- Tenant Type III (no canopy and under canopy)

- Please label page 15 "Tenant Signs (3d)" to match the Zoning Ordinance. "Tenant Type III" can be a sub-heading.
- Please correct Design Note #2 about lighting to reflect Zoning Ordinance verbiage and show where the light will be located.
- The "MS" logo is not allowed on these signs.

C.6- Real Estate Commercial for Sale Sign

- See notes above to fix discrepancy in Note #6 and Exhibit A.
- The "MS" logo is not allowed unless Moorefield is the real estate agent.
- Real Estate signs should only be provided for the location they represent. The current proposed locations shown on the map are not permitted.

C.7- Commercial Tenant Lodging

- Please label page 19 "Tenant Sign (3d)" to match the Zoning Ordinance. "Commercial Tenant Loading" can be a sub-heading.
- Page 19, the outline of the lower sign drawing appears to be missing.

E- Primary Monument Type II

- Please label page 23 "Development Entrance Signs (7f)" to match the Zoning Ordinance. "Primary Monument Type II" can be a sub-heading.
- Please correct Design Note #5 about lighting.
- Please note that the drawing shown on page 23 of the Primary Monument Type II (6'6") is smaller than page 24 the Secondary Monument Type II (8'0").
- Entrance signs are only permitted at intersections. There are no intersections on the north end of the parcel.

E.1- Secondary Monument Type II

- Please label page 24 "Development Entrance Signs (7f)" to match the Zoning Ordinance. "Secondary Monument Type II" can be a sub-heading.
- Please correct Design Note #4 about lighting.
- Entrance signs are only permitted at intersections. There are no intersections on the north end of the parcel.

F- Miscellaneous Signs, Residential Informational/ Directional

- This sign is not permitted.

F.1-Vehicle Informational

- The "MS" logo is not permitted on the sign. Please remove.
- Please correct the spelling of materials in note #1.
- Please remove note #9, since community logos are not permitted.
- What does "Travel Lane" mean? Is it necessary to sign?

G- Community Center

- Please label page 27, "Public or Quasi-Public Facility (2a)" to match the Zoning Ordinance. "Community Center" can be a sub-heading.
- Please correct Design Note #4 about lighting.
- Staff notes the size of the proposed sign is over three times the permitted size in the Zoning Ordinance.

G.1- Private Recreational Park

- The "MS" logo is not permitted on the sign. Please remove.
- Please remove Design Note #8, since community logos are not permitted.

G.2- Activity Sign

- Please remove Design Note #4 about lighting or have the words conform to the Zoning Ordinance.
- Please note that no advertising is permitted on this sign. It must only list activities within the community.

H- Construction and Leasing

- Please label page 30 "Real Estate - Residential (6a)" to match the Zoning Ordinance. "Construction and Leasing" can be a sub-heading.
- The Community Logo cannot be on the sign unless "MS" is the real estate agent.
- Staff notes the increase in the proposed sign size is over four times the current regulation. In addition the proposed number of signs is 12 times that allowed by the ordinance. The client is also proposing to make the sign double sided.
- Note number 5 must be changed to say it will be "removed upon completion of construction" not "30 days of cessation of use."

H1- Individual For Sale/ Lease

- Please label page 31 "Real Estate - Residential (6a)" to match the Zoning Ordinance. "Individual For Sale/Lease" can be a sub-heading.
- The logo is not permitted on the for sale/lease sign.
- The "Models Open" sign is not permitted.
- Staff notes the number of proposed signs is 12 times the amount allowed by the Zoning Ordinance.

COUNTY OF LOUDOUN

DEPARTMENT OF BUILDING AND DEVELOPMENT

MEMORANDUM

DATE: October 2, 2007

TO: Nicole Steele, Project Manager, Planning Department

FROM: Cindy Lintz, Planner, Zoning Administrator

THROUGH: Marilee Seigfried, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD 2007-0011, Moorefield Station Sections IIA & IIB Sign Plan

TAX MAP/PARCEL and MCPI NUMBER: / 92////////42/ 121-47-6616-000

The parcel was rezoned with ZMAP 2001-0003 to PD-TRC under the Revised 1993 Loudoun County Zoning Ordinance ("Ordinance"). Staff has reviewed the referral materials that accompanied the August 31, 2007 Memorandum regarding the above-referenced zoning modification, and has the following comments:

I. CRITICAL ISSUES:

1. The document is difficult to review due to inconsistencies between the proposed signs in the Zoning Ordinance Modification Application (the Application) and the Comprehensive Sign Guidelines (the Guidelines).
2. Whereas it is possible to modify the size and height of the existing signs, creating new types of sign options are not permitted.
3. In the Guidelines on page 36, General Note #2 – disqualifies all the information provided in the Application. We need a stronger commitment. All signs are subject to the County's regulations, not only Moorefield Station and the Commercial Association.
4. The Guidelines illustrations each have a note that the "Designs are for illustrative purposes only and are subject to change based on final design and engineering." In order to approve sign modifications we need to see the final proposed signs.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

The following section addresses each sign type.

A- Entrance Sign for Development, Primary Monument Type I

- In the Application, Sign Matrix in Section 8, the third column, labeled “Maximum Number of Signs,” needs to specify the number of signs per vehicular entrance and how many signs total will be installed in Sections IIA & IIB in the Moorefield Station Development for all entrance signs (both Primary and Secondary).
- The total aggregate sign area in the matrix in the Application indicates the total square footage per entrance, not per development. The sign face, according to the Guidelines, is 12.96 per side or 25.92 per 2-sided sign, not 100 s.f. The Total Aggregate Sign Area Proposed for the 2 locations is 102 s.f. not 200 s.f. (Please see the definition of Sign Area in the definition section).
- Please explain how 86 s.f. was derived for the bonus multiplier in the matrix in the Application, Section 8.

A.1- Entrance Sign for Development, Secondary Monument Sign Type I

- Need to indicate the number of signs per vehicular entrance in the matrix in the application.
- The multiplier in the matrix on page 1 in the Application for “Ground Mounted Signs” should be 24 not 16; for “Ground Mounted Background Structure” the multiplier is 36 not 28.

B- Informational Signs, Informational/Directional

- Cannot create a new sign type, but need more information about what information is on the sign to verify this is not a new sign. Please detail what information will be on the sign. (Please see the definition of Sign Area in the definition section).
- Please include the current Minimum Setback from R.O.W. in the matrix on page 2 of the Application.
- The sign matrix in the Application indicates a total of 10 signs will be installed, however, in the Guidelines on the Commercial Distribution map there are 8 signs proposed. Please determine the correct number of signs to be installed.

B.1- Informational Signs, Vehicular Informational/Directional

- Not allowed to create a new sign. Directional signs are not permitted.

B.2- Informational Signs, Vehicular Informational/Directional

- Not allowed to create a new sign. Directional signs are not permitted.

C & C.1- Tenant Signs, Tenant Type I & Type II

- The material type cannot be vinyl, but can be vinyl clad. This is considered a banner and banners are not permitted signs.
- In the Guidelines page 13, Design Note # 2 and #5 are repeat notes.
- Please correct the height in the drawings on page 13.
- In the Application, Sign Matrix in Section 8, the third column labeled “Maximum Number of Signs” needs to specify the number of signs per facade and how many signs total will be installed in Sections IIA & IIB of Moorefield Station.

C. 2- Tenant Signs, Tenant Type III

- The material type cannot be vinyl – this is considered a banner and banners are not permitted signs.
- In the Application, Sign Matrix in Section 8, the third column labeled “Maximum Number of Signs” needs to specify the number of signs per facade and how many signs total will be installed in Sections IIA & IIB of Moorefield Station.
- The Sign Matrix in Section 8 of the Application indicates that a maximum of 38 signs will be installed; however on page 15 of the Guidelines #6 under Design Notes indicates up to 50 signs will be installed. In the Guidelines on the Commercial Distribution map there are 4 signs proposed. Please indicate the correct number of signs to be installed.

C.3 & C.4- Banner Type I & II

- Banners are not allowed under the Loudoun County Zoning Ordinance.

C.5- Real Estate Commercial for Sale Sign, Tenant Lease

- Not allowed to create a new sign type.
- In the Sign Matrix, under the Maximum Number of Signs permitted by ordinance, 2 signs are permitted upon any lot in excess of ten (10) acres.
- On the Sign Matrix in the Application, the Minimum Setback from the R.O.W. needs to be indicated.
- Vinyl is not a permitted material. This is considered a banner and banners are not permitted signs.
- On page 18 of the Guidelines there is a discrepancy between note #6, note #8 and on the Sign Matrix in the Application pertaining to the number of signs to be installed.

C.6- Real Estate Commercial for Sale Sign, Real Estate Advertisement

- The title “Real Estate Advertisement” cannot include the word advertisement.
- Not allowed to create a new sign type.
- The size of the sign is 32 s.f. not 25 s.f. (see the definition of Sign Area in the definition section).

C.7- Informational Signs, Commercial Tenant Lodging

- What is the intended use of these signs? Please provide more information on these signs. Do they need to be included in the sign modification package?

D- (None)

- There are no D signs. Will D signs be proposed at a later time?

E- Development Entrance Signs, Primary Monument Type II

- According to the Sign Matrix in the Application, the sign will be freestanding not ground mounted. Please clarify the difference.
- The bonus multiplier on the Sign Matrix for “Ground Mounted Background Structure” is 30. Please explain how this number was derived.

E.1- Development Entrance Signs, Secondary Monument Type II

- The size of the sign in the Sign Matrix, page 6 in the Application; the size of the sign in the picture in the Guidelines, page 15; and Design Note #7 in the Guidelines are not the same.

- The bonus multiplier on the Sign Matrix in the Application does not correspond with the size provided.
- The Sign Matrix indicates a total of 3 signs will be installed, however, in the Guidelines on the Residential Distribution map there are 4 signs proposed. Please indicate the correct number of signs to be installed.

F- Miscellaneous Signs, Residential Informational/ Directional

- More information needs to be provided about the information on the sign. This sign appears to be a new type of sign, which is not permitted. (See the definition for Sign, Informational).
- Please clarify the Sign Matrix on page 7, the third column. There should only be one sign per use, not eight signs per use. Will there be 8 signs for the entire development?
- On the Sign Matrix in the Application the Minimum Setback from R.O.W. is 5'; however, on page 22 of the Guidelines, the Minimum Setback from R.O.W. is 10.' Please rectify this discrepancy.

F.1- Miscellaneous Signs, Vehicle Informational/Directional

- Not allowed to create a new sign. Directional signs are not permitted.

G- Miscellaneous Signs, Community Center

- This sign falls under Section 5-1204 (D)(2)(b) "Public/Quasi Public Signs: Publicly Owned Community Center," not the miscellaneous section.
- Please explain how this sign will be 3-sided.
- Please explain the "Gap" shown in the illustration.

G.1- Miscellaneous Signs, Private Recreational

- Not allowed to create a new sign. This sign is not permitted.

G.2- Miscellaneous Signs, Activity Kiosk

- Not allowed to create a new sign. This sign is not permitted.

G.3- Building Addressing

- We do not regulate these types of signs.
- What is in the empty blank squares on the unit exterior address sign and the building directory sign?

G.4- (unknown)

- One G4 sign appears on the Residential Sign Distribution Map in the Guidelines, without corresponding reference to the sign. Please remove.

H- Real Estate Signs, Construction and Leasing

- On the Sign Matrix on page 9 of the Application, the existing provision shows the matrix for commercial signs not residential signs. It should be for residential signs.
- Construction and Leasing signs are only for builders not developments. Changing the intent of the sign is not permitted.
- Staff cannot support the increase in the proposed sign size.
- The Sign Matrix and the Residential Distribution map in the Application indicates a total of 4 signs will be installed; however, on the Residential Sign Tabulation (page 22) in the

Guidelines there are 2 signs proposed. Please indicate the correct number of signs to be installed.

H1- Real Estate Signs, Individual For Sale/ Lease

- These signs do not appear to modify the ordinance and don't need to be in the Zoning Modification request.
- On the Sign Matrix in the Application, please list the Minimum Setback from R.O.W.
- On the Sign Matrix in the Application, the Maximum Number of Signs refers to the number of signs per tenant not per development. Unless the plan is to have 14 signs (12 broker and 2 model unit signs) on the same tenant location, then this need to change. Also, Design Note #9 in the Guidelines, page 33, indicates that the maximum number of installations is 25; which doesn't correspond with Design Note #6, nor the chart on page 22.

Other Comments:

1. In the Statement of Justification, the project is currently zoned PD-TRC not PD-TREC.
2. Please show examples and rough locations of lighting (from above or from the ground) on each lit illustration in the Guidelines.

Definitions

Sign, Area of: The area of a sign shall be determined from its outside measurements, including any wall work incidental to its decoration, excluding the area of the sign supports, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

Sign Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

Sign, Informational: Signs to identify directions to such locations as restrooms, loading areas, and the like.

A-25

This page intentionally left blank.